

## PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|                                 |   |                                 |
|---------------------------------|---|---------------------------------|
| APPLICANTS:                     | § | ATTORNEY DOCKET NO. MFCP.109834 |
| TIMOTHY P. MCKEE, <i>ET AL.</i> | § |                                 |
|                                 | § |                                 |
| SERIAL NO. 10/691,885           | § | CONFIRMATION NO.: 8986          |
|                                 | § |                                 |
| FILING DATE: OCTOBER 23, 2003   | § | GROUP ART UNIT: 2174            |
|                                 | § |                                 |
| TITLE: SYSTEM AND A METHOD FOR  | § |                                 |
| PRESENTING ITEMS TO A USER      | § |                                 |
| WITH A CONTEXTUAL               | § |                                 |
| PRESENTATION                    | § | EXAMINER: BORIS M. PESIN        |

**Via EFS on March 22, 2010**

Mail Stop Amendment  
COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**AMENDMENT**

In response to the Office Action dated December 23, 2009, Applicants have responded to the rejections.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 9 of this paper.